



New Jersey Division of Travel and Tourism
LITERATURE DISTRIBUTION POLICY

I. OBJECTIVE

To provide for the display and distribution of **only** New Jersey tourism literature in state designated Official State Welcome and Information Centers. Brochures, rack cards and publications pertaining to New Jersey tourism attractions and destinations are eligible for consideration for display and distribution by travel counselors.

II. LITERATURE STANDARDS

Your brochures, rack cards and publications must meet the criteria below for approval:

A. Content:

1. Brochures, rack cards and publications must represent tourism related services. Must show worth and usefulness to tourists and overall value to the State's effort in promoting tourism and travel to New Jersey.
2. Brochures, rack cards and publications should answer the questions: Who, What, Where, When (hours/days/months of operation), contact phone number, website address, if feasible a locator map, and admission charge, if any.

B. Size and Appearance:

1. Brochures and rack cards must be professionally produced and printed and at least 3.5 inches to 4 inches wide by 9 inches long. Magazine size (8.5 inches by 11 inches) publications **only** from Destination Marketing Organizations (DMOs) will be considered based on space availability. The best way to attract the public's eye is through engaging photos and bright colors.
2. Name of attraction, business or title should be placed at the top 1/3 of the materials so that it is easily viewed by the public.
3. Rack card paper stock must be sufficient weight (65 lbs or heavier) to prevent wilting or drooping in rack.
4. Inserts are **NOT** permitted, unless they are professionally adhered to the brochure, i.e. (stapled, glued). This will prevent separation and help maintain order in the distribution racks.
5. We request that you consider using recyclable paper for your materials to help save our environment.

III. APPROVAL PROCESS

Completed application, site selection form, and an electronic PDF of the materials must be sent to: Steven Leonard by mail (see address below), email at Steven.Leonard@sos.nj.gov or fax to 609-633-7418. Please mail **two** brochure samples to: NJ Division of Travel and Tourism, Attn: Steven Leonard, P.O. Box 460, Trenton, NJ 08625-0460.

IV. SHIPPING

- A. Materials must be shipped or delivered directly to the Welcome and Information Centers, Monday through Friday, between 9:00 a.m. and 3:00 p.m.
- B. Advertisers are responsible for all shipping charges.
- C. C.O.D. will not be accepted.
- D. Boxes must be of sturdy cardboard construction, tightly packed and cannot weigh more than 20 lbs each.
- E. Please adhere to the maximum number of brochures that may be sent to each Welcome and Information Center. Some may receive 200, while others may receive a maximum of 25, due to space limitations. The number for each center is listed on the site check-off form and shipping/mailling instructions sheet sent to you after approval.
- F. Important to include in your shipment: name, address, telephone number and email address (or business card) so the travel counselor can contact you when your materials needs replenishing.
- G. A phone call or email will be sent to you by the center staff when your materials needs to be replenished.

V. DISCLAIMER

The distribution and display of public and private tourism industry materials at New Jersey's Official Welcome and Information Centers does not constitute an endorsement or recommendation of the product/service or guarantee the accuracy of the information provided.

The New Jersey Division of Travel and Tourism remains the controlling authority at all times and has the right to remove or disqualify materials from the display at any time for just cause.

Every effort will be made to display approved brochures, rack cards and magazines. Should rack space be limited, materials will be rotated in and out of the available display space on an equitable basis.



New Jersey Division of Travel and Tourism
LITERATURE DISTRIBUTION APPLICATION

1. **Company/Organization Name:** _____
2. **Address:** _____

3. **Phone Number:** _____
4. **Email:** _____
5. **Website:** _____
5. **Contact Name:** _____
6. **Brochure Title:** _____
7. **Briefly Describe:**
(A). How does your company/organization serve the traveling public?

(B). Average Annual Attendance Number: _____

(C). Facility Open: _____ Year-Round _____ Seasonal

(D). Facility ADA Compliant: _____ Yes _____ No

I have read and understand the guidelines pertaining to the Literature Distribution Policy at New Jersey Division of Travel and Tourism, Welcome and Information Centers:

Signature _____ **Date** _____

Need help? Contact Steven Leonard at Steven.Leonard@sos.nj.gov or 609-292-5756. Return by email, fax to 609-633-7418 or mail to NJ Division of Travel and Tourism, Attn: Steven Leonard, P.O. Box 460, Trenton, NJ 08625-0460.



New Jersey Division of Travel and Tourism
LITERATURE DISTRIBUTION SITE SELECTION FORM

Please check off the New Jersey Welcome and Information Centers locations where you would like to have your materials displayed.

- Bridgewater**, Somerset Business Partnership & Information Center: Maximum 25 copies
- Deepwater**, Deepwater Visitor Information Center: Maximum 300 copies
- Elizabeth**, The Mills at Jersey Gardens: Maximum 200 copies
- Flemington**, Liberty Village Premium Outlets Information Center: Maximum 100 copies
- Jackson**, Jackson Premium Outlets Information Center: Maximum 200 copies
- Jersey City**, Liberty State Park & Information Center: Maximum 50 copies
- Knowlton**, Knowlton Visitor Information Center: Maximum 500 copies
- Montvale**, Montvale Travel Plaza & Information Center: Maximum 200 copies
- Ocean View**, Ocean View Welcome Center: Maximum 300 copies
- Piscataway**, Rutgers University Visitor Information Center: Maximum 100 copies
- Ridgefield**, Vince Lombardi Travel Plaza & Information Center: Maximum 200 copies
- Tinton Falls**, Jersey Shore Premium Outlets Information Center: Maximum 200 copies
- Trenton**, Trenton Visitor Center: Maximum 300 copies

Company/Organization Name: _____

Contact Name: _____ **Phone Number:** _____

Brochure Title: _____

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